

Rep Order# 6849106	Ver# 3	Status Revised	Traffic Order# 203794	Printed: 09/24/2012 1:52 PM	1 of 7
EC'd Yes				Last Received: 09/24/2012 1:37 PM	
				Showing Buylines: All Rep Revised Lines	

  

Station KRQE-TV ALBUQUERQUE, NM.	Agency ( ) GREAT AMERICAN MEDIA	Rep Firm ( ) PHILADELPHIA
Advertiser ( ) DSCC IE	3050 K ST NW	Sales Office ( ) AMY MCCREARY
Product DSCC IE	WASHINGTON, DC 20007	Salesperson ( )
Estimate# 1540	Agency C/P1/P2/E 49/53/1540	
Buyer DAN NAGELBERG	Flight Dates 10/09/2012 - 10/15/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV TO CNX ORDER  
ATTN ALL LINES  
ATTN NEW TTL  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*1		----- Buyline Comment: NEWS V3 Cancelled	10/09-10/12	\$75.00	:30	0	0	TU-F	5A-6A	\$0.00	0	---
*2		Buyline Comment: NEWS V3 Cancelled	10/15-10/15	\$75.00	:30	0	0	M	5A-6A	\$0.00	0	
*3		Buyline Comment: NEWS V3 Cancelled	10/09-10/12	\$125.00	:30	0	0	TU-F	6A-7A	\$0.00	0	
*4		Buyline Comment: NEWS V3 Cancelled	10/15-10/15	\$125.00	:30	0	0	M	6A-7A	\$0.00	0	
*5		Buyline Comment: EARLY SHOW V3 Cancelled	10/09-10/12	\$150.00	:30	0	0	TU-F	7A-9A	\$0.00	0	

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Station KRQE-TV ALBUQUERQUE, NM.

Advertiser ( ) DSCC IE

Product DSCC IE

Estimate# 1540

Buyer DAN NAGELBERG

Phone#

Fax#

Agency ( ) GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 49/53/1540

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*6		Buyline Comment: EARLY SHOW V3 Cancelled	10/15-10/15	\$150.00	:30	0	0	M	7A-9A	\$0.00	0	
*7		Buyline Comment: PRICE IS RIGHT V3 Cancelled	10/09-10/12	\$300.00	:30	0	0	TU-F	11A-12P	\$0.00	0	
*8		Buyline Comment: PRICE IS RIGHT V3 Cancelled	10/15-10/15	\$300.00	:30	0	0	M	11A-12P	\$0.00	0	
*9		Buyline Comment: NEWS V3 Cancelled	10/09-10/12	\$275.00	:30	0	0	TU-F	12P-1230P	\$0.00	0	
*10		Buyline Comment: NEWS V3 Cancelled	10/15-10/15	\$275.00	:30	0	0	M	12P-1230P	\$0.00	0	
*11		Buyline Comment: SOAPS V3 Cancelled	10/09-10/12	\$175.00	:30	0	0	TU-F	1230P-2P	\$0.00	0	
*12		Buyline Comment: SOAPS V3 Cancelled	10/15-10/15	\$175.00	:30	0	0	M	1230P-2P	\$0.00	0	
*13		Buyline Comment: TALK V3 Cancelled	10/09-10/12	\$125.00	:30	0	0	TU-F	2P-3P	\$0.00	0	
*14		Buyline Comment: TALK V3 Cancelled	10/15-10/15	\$125.00	:30	0	0	M	2P-3P	\$0.00	0	

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Salesperson ( ) AMY MCCREARY  
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Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*15		Buyline Comment: DR PHIL V3 Cancelled	10/09-10/12	\$175.00	:30	0	0	TU-F	3P-4P	\$0.00	0	
*16		Buyline Comment: DR PHIL V3 Cancelled	10/15-10/15	\$175.00	:30	0	0	M	3P-4P	\$0.00	0	
*17		Buyline Comment: NEWS V3 Cancelled	10/09-10/12	\$275.00	:30	0	0	TU-F	4P-430P	\$0.00	0	
*18		Buyline Comment: NEWS V3 Cancelled	10/15-10/15	\$275.00	:30	0	0	M	4P-430P	\$0.00	0	
*19		Buyline Comment: NEWS V3 Cancelled	10/09-10/12	\$275.00	:30	0	0	TU-F	430P-5P	\$0.00	0	
*20		Buyline Comment: NEWS V3 Cancelled	10/15-10/15	\$275.00	:30	0	0	M	430P-5P	\$0.00	0	
*21		Buyline Comment: NEWS V3 Cancelled	10/09-10/12	\$1,000.00	:30	0	0	TU-F	5P-530P	\$0.00	0	
*22		Buyline Comment: NEWS V3 Cancelled	10/15-10/15	\$1,000.00	:30	0	0	M	5P-530P	\$0.00	0	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*23		NEWS V3 Cancelled	10/09-10/12	\$500.00	:30	0	0	TU-F	530P-6P	\$0.00	0	
*24		NEWS V3 Cancelled	10/15-10/15	\$500.00	:30	0	0	M	530P-6P	\$0.00	0	
*25		LETTERMAN V3 Cancelled	10/09-10/12	\$275.00	:30	0	0	TU-F	1035P-1135P	\$0.00	0	
*26		LETTERMAN V3 Cancelled	10/15-10/15	\$275.00	:30	0	0	M	1035P-1135P	\$0.00	0	
*27		LATE LATE V3 Cancelled	10/09-10/12	\$75.00	:30	0	0	TU-F	1137P-1237A	\$0.00	0	
*28		LATE LATE V3 Cancelled	10/15-10/15	\$75.00	:30	0	0	M	1137P-1237A	\$0.00	0	
*29		LATE NEWS V3 Cancelled	10/09-10/12	\$1,100.00	:30	0	0	TU-F	10P-1035P	\$0.00	0	
*30		LATE NEWS V3 Cancelled	10/15-10/15	\$1,100.00	:30	0	0	M	10P-1035P	\$0.00	0	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*31		Buyline Comment: JEOPARDY V3 Cancelled	10/09-10/12	\$700.00	:30	0	0	TU-F	6P-630P	\$0.00	0	
*32		Buyline Comment: JEOPARDY V3 Cancelled	10/15-10/15	\$700.00	:30	0	0	M	6P-630P	\$0.00	0	
*33		Buyline Comment: WHEEL V3 Cancelled	10/09-10/12	\$850.00	:30	0	0	TU-F	630P-7P	\$0.00	0	
*34		Buyline Comment: WHEEL V3 Cancelled	10/15-10/15	\$850.00	:30	0	0	M	630P-7P	\$0.00	0	
*35		Buyline Comment: CRIMETIME V3 Cancelled	10/13-10/13	\$400.00	:30	0	0	SA	7P-8P	\$0.00	0	
*36		Buyline Comment: NEWS V3 Cancelled	10/14-10/14	\$100.00	:30	0	0	SU	7A-8A	\$0.00	0	
*37		Buyline Comment: SUN MORN V3 Cancelled	10/14-10/14	\$400.00	:30	0	0	SU	8A-930A	\$0.00	0	
*38		Buyline Comment: 60 MINUTES V3 Cancelled	10/14-10/14	\$3,000.00	:30	0	0	SU	6P-7P	\$0.00	0	
*39		Buyline Comment: NCIS V3 Cancelled	10/09-10/09	\$2,000.00	:30	0	0	TU	7P-8P	\$0.00	0	

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Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*40		Buyline Comment: NCIS LA V3 Cancelled	10/09-10/09	\$2,000.00	:30	0	0	TU	8P-9P	\$0.00	0	
*41		Buyline Comment: MENTALIST V3 Cancelled	10/14-10/14	\$2,100.00	:30	0	0	SU	9P-10P	\$0.00	0	
*42		Buyline Comment: NEWS V3 Cancelled	10/14-10/14	\$700.00	:30	0	0	SU	10P-1035P	\$0.00	0	
*43		Buyline Comment: NEWS V3 Cancelled	10/13-10/13	\$450.00	:30	0	0	SA	10P-1035P	\$0.00	0	

---REPORT TOTALS---  
Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---  
Oct 12: 0 / \$0.00  
Sales Totals: 0 / \$0.00  
Station Totals: 0 / \$0.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$0  
CABL 0% KASA 14% KASY 1% KBIM 0% KOAT 36%  
KOB 20% KRQE 28% KWBQ 1%

---COMPETITIVE COMMENTS---  
NEW ORDER

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Product DSCC IE	WASHINGTON, DC 20007	Salesperson ( ) AMY MCCREARY
Estimate# 1540	Agency C/P1/P2/E 49/53/1540	
Buyer DAN NAGELBERG	Flight Dates 10/09/2012 - 10/15/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order# 6849106 Ver# 1 Status New  
EC'd Yes

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Printed: 09/04/2012 1:34 PM  
Last Received: 09/04/2012 12:04 PM  
Showing Buylines: All Lines

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Station KRQE-TV ALBUQUERQUE, NM.  
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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		Buyline Comment: NEWS	10/09-10/12	\$75.00 4	:30	4	1	TU-F	5A-6A	\$300.00	4	
2		Buyline Comment: NEWS	10/15-10/15	\$75.00 4	:30	1	1	M	5A-6A	\$75.00	1	
3		Buyline Comment: NEWS	10/09-10/12	\$125.00 4	:30	4	1	TU-F	6A-7A	\$500.00	4	
4		Buyline Comment: NEWS	10/15-10/15	\$125.00 4	:30	1	1	M	6A-7A	\$125.00	1	
5		Buyline Comment: EARLY SHOW	10/09-10/12	\$150.00 3	:30	4	1	TU-F	7A-9A	\$600.00	4	
6		Buyline Comment: EARLY SHOW	10/15-10/15	\$150.00 3	:30	1	1	M	7A-9A	\$150.00	1	
7		Buyline Comment: PRICE IS RIGHT	10/09-10/12	\$300.00 3	:30	4	1	TU-F	11A-12P	\$1,200.00	4	
8		Buyline Comment: PRICE IS RIGHT	10/15-10/15	\$300.00 3	:30	1	1	M	11A-12P	\$300.00	1	
9		Buyline Comment: NEWS	10/09-10/12	\$275.00 3	:30	4	1	TU-F	12P-1230P	\$1,100.00	4	
10		Buyline Comment: NEWS	10/15-10/15	\$275.00 3	:30	1	1	M	12P-1230P	\$275.00	1	



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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
11		Buyline Comment: SOAPS	10/09-10/12	\$175.00 3	:30	4	1	TU-F	1230P-2P	\$700.00	4	
12		Buyline Comment: SOAPS	10/15-10/15	\$175.00 3	:30	1	1	M	1230P-2P	\$175.00	1	
13		Buyline Comment: TALK	10/09-10/12	\$125.00 4	:30	4	1	TU-F	2P-3P	\$500.00	4	
14		Buyline Comment: TALK	10/15-10/15	\$125.00 4	:30	1	1	M	2P-3P	\$125.00	1	
15		Buyline Comment: DR PHIL	10/09-10/12	\$175.00 3	:30	4	1	TU-F	3P-4P	\$700.00	4	
16		Buyline Comment: DR PHIL	10/15-10/15	\$175.00 3	:30	1	1	M	3P-4P	\$175.00	1	
17		Buyline Comment: NEWS	10/09-10/12	\$275.00 3	:30	4	1	TU-F	4P-430P	\$1,100.00	4	
18		Buyline Comment: NEWS	10/15-10/15	\$275.00 3	:30	1	1	M	4P-430P	\$275.00	1	
19		Buyline Comment: NEWS	10/09-10/12	\$275.00 3	:30	4	1	TU-F	430P-5P	\$1,100.00	4	
20		Buyline Comment: NEWS	10/15-10/15	\$275.00 3	:30	1	1	M	430P-5P	\$275.00	1	
21		Buyline Comment: NEWS	10/09-10/12	\$1,000.00 2	:30	4	1	TU-F	5P-530P	\$4,000.00	4	

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22		Buyline Comment: NEWS	10/15-10/15	\$1,000.00 2	:30	1	1	M	5P-530P	\$1,000.00	1	
23		Buyline Comment: NEWS	10/09-10/12	\$500.00 3	:30	4	1	TU-F	530P-6P	\$2,000.00	4	
24		Buyline Comment: NEWS	10/15-10/15	\$500.00 3	:30	1	1	M	530P-6P	\$500.00	1	
25		Buyline Comment: LETTERMAN	10/09-10/12	\$275.00 3	:30	4	1	TU-F	1035P-1135P	\$1,100.00	4	
26		Buyline Comment: LETTERMAN	10/15-10/15	\$275.00 3	:30	1	1	M	1035P-1135P	\$275.00	1	
27		Buyline Comment: LATE LATE	10/09-10/12	\$75.00 4	:30	4	1	TU-F	1137P-1237A	\$300.00	4	
28		Buyline Comment: LATE LATE	10/15-10/15	\$75.00 4	:30	1	1	M	1137P-1237A	\$75.00	1	
29		Buyline Comment: LATE NEWS	10/09-10/12	\$1,100.00 3	:30	4	1	TU-F	10P-1035P	\$4,400.00	4	
30		Buyline Comment: LATE NEWS	10/15-10/15	\$1,100.00 3	:30	1	1	M	10P-1035P	\$1,100.00	1	
31		Buyline Comment: JEOPARDY	10/09-10/12	\$700.00 3	:30	4	1	TU-F	6P-630P	\$2,800.00	4	
32		Buyline Comment: JEOPARDY	10/15-10/15	\$700.00 3	:30	1	1	M	6P-630P	\$700.00	1	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
33		Buyline Comment: WHEEL	10/09-10/12	\$850.00 3	:30	4	1	TU-F	630P-7P	\$3,400.00	4	
34		Buyline Comment: WHEEL	10/15-10/15	\$850.00 3	:30	1	1	M	630P-7P	\$850.00	1	
35		Buyline Comment: CRIMETIME	10/13-10/13	\$400.00 4	:30	1	1	SA	7P-8P	\$400.00	1	
36		Buyline Comment: NEWS	10/14-10/14	\$100.00 4	:30	2	1	SU	7A-8A	\$200.00	2	
37		Buyline Comment: SUN MORN	10/14-10/14	\$400.00 3	:30	2	1	SU	8A-930A	\$800.00	2	
38		Buyline Comment: 60 MINUTES	10/14-10/14	\$3,000.00 3	:30	1	1	SU	6P-7P	\$3,000.00	1	
39		Buyline Comment: NCIS	10/09-10/09	\$2,000.00 4000	:30	1	1	TU	7P-8P	\$2,000.00	1	
40		Buyline Comment: NCIS LA	10/09-10/09	\$2,000.00 3	:30	1	1	TU	8P-9P	\$2,000.00	1	
41		Buyline Comment: MENTALIST	10/14-10/14	\$2,100.00 3	:30	1	1	SU	9P-10P	\$2,100.00	1	
42		Buyline Comment: NEWS	10/14-10/14	\$700.00 4	:30	1	1	SU	10P-1035P	\$700.00	1	
43		Buyline Comment: NEWS	10/13-10/13	\$450.00 4	:30	1	1	SA	10P-1035P	\$450.00	1	

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Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

---REPORT TOTALS---  
Report Totals: 96 / \$43,900.00

---SALES MONTHLY TOTALS---  
Oct 12: 96 / \$43,900.00  
Sales Totals: 96 / \$43,900.00  
Station Totals: 96 / \$43,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$156,786  
CABL 0% KASA 14% KASY 1% KBIM 0% KOAT 36%  
KOB 20% KRQE 28% KWEQ 1%

---COMPETITIVE COMMENTS---  
NEW ORDER

Books NOV12  
Demos RA35+

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE